

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Scott Fergusson et al. Examiner: Linda Krisciunas

Serial No.: 09/916,951 Group Art Unit: 3623

Filed: July 27, 2001 Docket No.: 1137.1103101

Confirmation No.: 9341

For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT

RESPONSE AFTER FINAL

Mail Stop AF
Assistant Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this paper is being electronically transmitted to the
United States Patent and Trademark Office on the date shown below.



Lynn Thompson November 8, 2006
Date

This Response is being filed in response to the Official Action of the Examiner mailed
September 8, 2006, setting a three-month shortened statutory period for response ending
December 8, 2006.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.